

**SUMMARY OF AHDB BEEF AND LAMB BOARD MEETING
HELD ON 9th SEPTEMBER
TEAMS MEETING**

PRESENT: Adam Quinney (Chairman), Colin Bateman (CB), Trevor Bellis (TB), Conor Colgan (CC), Anne-Marie Hamilton (AH), James Shouler (JS), Richard Sparey (RS) James Taylor (JT), Steve Thompson (ST), Paul Unwin (PU), Robert Venner (RV)

APOLOGIES: Laurie Ibbotson (LI)

IN ATTENDANCE: Phil Hadley (PH), Will Jackson (WJ), Rebecca Miah (RM), Nicholas Saphir (NS), Christine Watts (CW), Caroline Burniston (CB1)

CHAIRMAN'S WELCOME – APOLOGIES FOR ABSENCE

The Chair, Adam Quinney, opened the meeting at 10:00am and welcomed those in attendance introducing in particular Rebecca Miah (Interim SSD Beef and Lamb) and Nicholas Saphir (AHDB Chairman).

DECLARATIONS OF INTEREST

There were no declarations of interest

MINUTES OF THE MEETING 14th MAY 2020

The minutes were approved and signed by the Chair.

MATTERS ARISING OF THE MEETING 14th MAY 2020

WJ updated on the following actions:-

Operational Report – full interim reporting solution in the process of being created this will be shared with the team at the next interim strategy meeting (early October).

LIP – confirmed that farmer members had been put forward.

State Aid Board call to be revisited once clarity around the strategy.

STRATEGY DIRECTOR UPDATE

WJ referred to the paper confirming much work happening across the organisation in relation to the sector and the importance of working externally now we are coming out of Covid. AQ expressed his thanks for the Export feature within the report which was valued.

REQUEST FOR VIEWS

NS commented on AHDB Strategy. This is about the structure of the organisation going forward to deliver what the levy payers want. The key is to deliver value. WJ presented on the message AHDB have communicated out. No decisions required.

AHDB's response to Request for views

Five commitments to levy payers

Governance Review Group

To review the current board and committee structure (Boards to feed in)

Decisions to be made by December 2020 (a new government proposal in place)

Levy payers will be consulted as part of the process

External consultants – expertise (a survey request to the Board)

STRATEGY

Key presentation items as follows:-

- the previous 'donut' (farm performance and fulfil market potential)
- strategy & business plan – our current governance model applies until there is a change
- no levy increases (decline in income)
- evidence is key
- purpose & vision (based on feedback)
- account management

Board's view and feedback :-

RV stated Market development was key and aired concerns around its low priority confirming too much emphasis on Farm performance. PU shared his views on the language used within the document and the need for it to be more gritty. It was confirmed by WJ that going forward, we would have a working group dedicated to measuring effective impact with clear and realistic KPI's. Suggested by the Board to put on the first page of the business plan each sectors priorities to ensure engagement. AMH complemented the holistic approach of the strategy but voiced concern around how this fits into the business plan, with a suggestion of bringing the donut back into the document. It was confirmed that the strategy would be in place for April 2021.

AOB

There was no other business. The Chairman closed the meeting at 12.40pm thanking everyone for their attendance.

